



“C.E.O.”

A Reality-Based Game Show

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Description

- **C.E.O. is a reality-based game show where the selected contestants compete with each other in a corporate environment for promotions, perks and benefits. The ultimate winner will be named C.E.O. of a real corporation.**

Playing The Game

- The Premise
- The Execution
- Twists & Turns
- The Payoff



The Premise

- C.E.O. pits a group of 10 “executives” against each other as they negotiate the challenges of the dynamic environment of a corporate start-up.

The Premise

- A variety of challenges, some “real” and some “artificial” will test each candidates’ ability to lead, follow and contribute.

The Premise

- **The ultimate winner will be appointed as C.E.O. of the real-life corporation that has been started by the game.**

The Execution

- All of the contestants will start their corporate lives as entry-level executives.
- Promotions and demotions will be based upon performance in a variety of challenges.

The Execution

- Performance reviews and scoring sessions will be accomplished at meetings of the Board of Directors.
- Total points at the conclusion of the game will determine the C.E.O.

Twists & Turns

- Just like real life, there will be unforeseen twists of fate and reversals of fortune that will rely mostly on chance.
- At random times during the game, each contestant will be given the opportunity to participate in a game of chance.

Twists & Turns

- **Results will include:**
 - **Instant promotions/demotions**
 - **Cash bonuses**
 - **Office upgrades**
 - **Time wasting tasks**
 - **Setbacks for other contestants**

The Payoff

- The biggest payoff for the winner of the game will be their appointment as C.E.O. of the real-life corporation that the game has created.

The Payoff

- In addition, the winner will be given lavish prizes which will simulate the lifestyle of a successful C.E.O.

The Payoff



- **Luxury Car Lease**

The Payoff



- **Luxury Accommodations**

The Payoff



- **Chauffeured Limousine Account**

The Show

- **Format**
- **Location**
- **Summary**

Show Format

- **C.E.O. will be shot on videotape continuously for the duration of the game (12-16 weeks).**
- **Raw footage will be edited into individual shows at the conclusion of the game.**

Show Format

- C.E.O. will air as 13 one-hour shows.
- Each show will feature at least one Board of Directors meeting and scoring session.

Location

- **C.E.O. will be videotaped in one location that will accommodate adjacent office and living space.**
- **Contestants will be sequestered from the general public for the duration of the game.**

Location

- Outside locations may be utilized for certain segments (such as incentive and/or performance prizes).



Game Summary

- **The Corporation**
 - The President
 - The Board of Directors
- **The Office**
- **The Living Space**
- **Challenges**
- **Scoring**
- **The Stakes**
- **Dynamics**

The Corporation

- C.E.O. will center on a real-life corporation set up as a Limited Liability Corporation (LLC).
- The actual business of the Corporation will be determined during development but will probably be a sales and/or marketing entity.
- The Show will center on the “Start-Up” phase.

The Corporation – President

- The President of the Corporation will serve as the Show's host and the contestant's main contact.
- The President will be selected for their past corporate experience as well as their on-screen presence and credibility.

Candidates for President



The Donald



Chairman Iacocca

The Corporation – Board of Directors

- **The Board of Directors will serve the key function of scoring the performance of the candidates as well as providing valuable commentary and insight into the corporate environment.**

The Corporation – Board of Directors

- **Board members will be selected based on their corporate experience, on-screen presence and credibility.**
- **There will be 7 permanent Board members and 3 rotating Board members that will change for each show.**

The Office

- The office environment will be specially designed and constructed to maximize camera and audio exposure.
- Additional office staff will be provided in the way of qualified actors and actresses.

The Office



- Contestants will start in generic “cubicles” with limited privacy.

The Office



- As contestants advance in the competition, they will be rewarded with more luxurious and private workspaces.

The Living Quarters

- **Living Quarters will be located adjacent to the Office Space and contestants will be free to come and go between Office and Living space as they choose.**
- **Living quarters will include common areas such as a gym and a laundry room.**

The Living Quarters

- All contestants will start the game in a “standard” single hotel-style room.
- Amenities will be limited to a bed, a small desk, a small television, refrigerator and clock radio.



The Living Quarters

- As the contestants advance through the game they will be rewarded with more luxurious living quarters.



The Living Quarters



- Contestants who do not advance will be downgraded to more crowded, dormitory-style rooms.

Challenges

- The game will provide contestants with various “real” and “game” challenges.
- “Real” challenges will involve actual tasks that relate to and will affect the actual corporation.
- “Game” challenges will involve tasks that will not affect the actual corporation but will test each contestant’s ability to negotiate the corporate environment.

Scoring

- **At the end of the time period allotted for each challenge, all of the contestants will gather in front of the Board of Directors and present their results to the Board.**
- **The Board of Directors will score each presentation and points will be awarded.**

Scoring

- As the game progresses, the challenges will increase in difficulty and the points value will increase accordingly.

The Stakes

- The ultimate “Winner” of the game will be rewarded with a position as C.E.O. of the real-life corporation.
- The C.E.O. will have the option of hiring other contestants to fill various positions in the corporation.

The Stakes

- The C.E.O. prize package will include the use of luxury cars, leases of a luxury home as well as cash and other prizes.

Dynamics

- One of the most unique aspects of C.E.O. is the fact that contestants are **NOT** eliminated from the show as the game progresses.
- The fact that the contestants will be forced to deal with each other for the duration of the game is certain to highlight conflicts and raise tensions.

Dynamics



- Advancing Contestants will be rewarded with gourmet meals.

Dynamics



- While others will be stuck with less glamorous provisions.

Interactive

- C.E.O will include interactive elements that will allow the audience to participate in a parallel game.
- C.E.O. challenges will be posted on the Internet as they are revealed in the show and participants can submit their own presentations through the web site.
- The participants with the best presentations in the allotted time will be awarded prizes.

Marketing

- **Key Sponsors**
- **Technology Partners**
- **Product Placement**
- **Advertisers**

Key Sponsors

- The very format of C.E.O. provides a powerful vehicle for one or more key sponsors.
- C.E.O also provides a unique corporate “branding” opportunity while providing natural exposure for recruiting efforts.

Potential Key Sponsors



Technology Partners

- **The Format of C.E.O. will give a technology partner a rare and invaluable platform upon which to display their technology solutions for businesses and consumers alike.**

Potential Technology Partners

SONY



Think different.



YAHOO!®

Product Placement

- The Office environment and living spaces will provide the perfect “showrooms” for companies to develop brand identification through product placement.
- Major consumer and business retailers may also wish negotiate “exclusive” deals for their own branded or inventoried products.

Advertisers

- Advertisers will be drawn to C.E.O. because its appeal will be firmly entrenched with the coveted 18-49 year-old demographic.

Product Placement & Advertisers



International

- C.E.O. is a program format that will be equally at home in virtually any international territory since the corporate environment presents themes that are universal.
- International sales and licensing of the C.E.O. format will generate significant revenues.

Conclusion

- **A familiar environment and real-life challenges present high-stakes and thrilling dynamics.**
- **Universal themes and appeal guarantee vigorous international sales and licensing.**

Conclusion

- C.E.O. puts the “REAL” into so-called “reality programming!”



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